**Rep Order**# 6852455 **Ver**# 1 **Status** New **Traffic Order**# 6852455 **EC'd** Yes

**Printed:** 09/14/2012 8:45 AM **Last Received:** 09/14/2012 7:59 AM

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV

**Advertiser** ( ) .JOE HECK 4 CONGRESS

Product JOE HECK Estimate# 2690

**Buyer** WHITNEY EVERSOLE

Phone# Fax# **Agency** ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP DELAWARE, OH 43015

**Agency C/P1/P2/E** //2690

Flight Dates 09/17/2012 - 09/30/2012

**Hiatus Weeks** 

**Rep Firm** 

Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY

1 of 4

**Salesperson Phone**# 215-567-6005 **Salesperson FAX**# 215-567-5938

# --- CONTRACT COMMENT ---

CLIENT: JOE HECK FOR CONGRESS2012 SC=\*

### --- REMARKS ---

THIS IS A NEW CONTRACT TOTAL 27,450.00 PLS CONFIRM ASAP THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F Buyli	6A-7A ne Comment	: 6A NEWS	:30	\$225.00	09/17-09/21	5	1	5	\$1,125.00	
	2	M-F Buyli	6A-7A ne Comment	: 6A NEWS	:30	\$225.00	09/24-09/28	5	1	5	\$1,125.00	
	3	M-F Buyli	7A-9A ne Comment	: GD MRN AMERICA	:30	\$225.00	09/17-09/21	5	1	5	\$1,125.00	
	4	M-F Buyli	7A-9A ne Comment	: GD MRN AMERICA	:30	\$225.00	09/24-09/28	5	1	5	\$1,125.00	
	5	M-F Buyli	9A-10A ne Comment	: THE MORNING BLEND	:30	\$175.00	09/17-09/21	5	1	5	\$875.00	
	6	M-F Buyli	9A-10A ne Comment	: THE MORNING BLEND	:30	\$175.00	09/24-09/28	5	1	5	\$875.00	
	7	M-W Buyli	10A-11A ne Comment	: THE VIEW	:30	\$400.00	09/17-09/19	3	1	3	\$1,200.00	
	8	M-W Buyli	10A-11A ne Comment	: THE VIEW	:30	\$400.00	09/24-09/26	3	1	3	\$1,200.00	

Rep Order# 6852455 Ver# 1 Status New Traffic Order# 6852455 EC'd Yes

**Printed:** 09/14/ **Last Received:** 09/14/

09/14/2012 8:45 AM 09/14/2012 7:59 AM 2 of 4

**Showing Buylines:** All Lines

Station F Advertiser Product Estimate#	KTNV-TV LAS VEGAS, NV ( ).JOE HECK 4 CONGRESS JOE HECK 2690		Agency ( ) 7669 ST DELAW Agency C/P1/P2/E	LACEMENT	Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY						
Buyer Phone# Fax#	WHITNEY EVERSOLE	Flight Dates Hiatus Weeks	2 //2690 09/17/2012 - 09/30/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938			
LT Ln	Day Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9	M,W-TH 11A-12P Buyline Comment			:30	\$200.00	09/17-09/20	3	1	3	\$600.00	
10	M,W-TH 11A-12P Buyline Comment	: 11A NEWS		:30	\$200.00	09/24-09/27	3	1	3	\$600.00	
11	M,W-TH 3P-330P Buyline Comment	: MILLIONAIRE		:30	\$200.00	09/17-09/20	3	1	3	\$600.00	
12	M,W-TH 3P-330P Buyline Comment	: MILLIONAIRE		:30	\$200.00	09/24-09/27	3	1	3	\$600.00	
13	M-F 5P-530P Buyline Comment	: 5P NEWS		:30	\$250.00	09/17-09/21	5	1	5	\$1,250.00	
14	M-F 5P-530P Buyline Comment	: 5P NEWS		:30	\$250.00	09/24-09/28	5	1	5	\$1,250.00	
15	TU-W,F 730P-8P Buyline Comment	: MILLIONAIRE		:30	\$250.00	09/18-09/21	3	1	3	\$750.00	
16	TU-W,F 730P-8P Buyline Comment	: MILLIONAIRE		:30	\$250.00	09/25-09/28	3	1	3	\$750.00	
17	M-F 11P-1135F Buyline Comment			:30	\$500.00	09/17-09/21	5	1	5	\$2,500.00	
18	M-F 11P-1135F Buyline Comment			:30	\$500.00	09/24-09/28	5	1	5	\$2,500.00	
19	M-F 1135P- 1205A Buyline Comment	: ABC NITELINE		:30	\$300.00	09/17-09/21	5	1	5	\$1,500.00	

Rep Order# 6852455 Ver# 1 Status New Traffic Order# 6852455 EC'd Yes

Printed:
Last Received:

09/14/2012 8:45 AM 09/14/2012 7:59 AM 3 of 4

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).JOE HECK 4 CONGRESS Product JOE HECK Estimate# 2690				Agency ( ) STRATEGIC MEDIA PLACEMENT 7669 STAGERS LOOP DELAWARE, OH 43015 Agency C/P1/P2/E //2690				Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY				
Buyer Phone# Fax#	WHITNEY EVERSOLE			Flight Dates Hiatus Weeks	09/17/2012 - 09/30/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day		Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
20	M-I	F 1135P- 1205A			:30	\$300.00	09/24-09/28	5	1	5	\$1,500.00	
		Buyline Comment	: ABC NITELINE									
21	SA	7A-8A Buyline Comment	: GD MRN SAT		:30	\$225.00	09/22-09/22	1	1	1	\$225.00	
22	SA	7A-8A Buyline Comment	: GD MRN SAT		:30	\$225.00	09/29-09/29	1	1	1	\$225.00	
23	SU	6A-7A Buyline Comment	: NEWS AT 6A		:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
24	SU	6A-7A Buyline Comment	: NEWS AT 6A		:30	\$200.00	09/30-09/30	1	1	1	\$200.00	
25	SU	8A-9A Buyline Comment	: NEWS AT 8A		:30	\$225.00	09/23-09/23	1	1	1	\$225.00	
26	SU	8A-9A Buyline Comment	: NEWS AT 8A		:30	\$225.00	09/30-09/30	1	1	1	\$225.00	
27	SU	6P-630P Buyline Comment	: NEWS AT 6P		:30	\$300.00	09/23-09/23	1	1	1	\$300.00	
28	SU	6P-630P Buyline Comment	: NEWS AT 6P		:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
29	SA		: COLLEGE FOOTBALL		:30	\$1,250.00	09/22-09/22	1	1	1	\$1,250.00	
30	SA		: COLLEGE FOOTBALL		:30	\$1,250.00	09/29-09/29	1	1	1	\$1,250.00	

**Ver#** 1 Rep Order# 6852455 Status New Traffic Order# 6852455 **Printed:** 09/14/2012 8:45 AM 4 of EC'd Yes 09/14/2012 7:59 AM

**Last Received: Showing Buylines:** All Lines

KTNV-TV LAS VEGAS, NV Station ) STRATEGIC MEDIA PLACEMENT Agency Advertiser ) .JOE HECK 4 CONGRESS

7669 STAGERS LOOP DELAWARE, OH 43015

Agency C/P1/P2/E //2690

Flight Dates 09/17/2012 - 09/30/2012

**Hiatus Weeks** 

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

Len Spots/Week # of Total Cost Rate Dates Total Daypart

Rep Firm

Sales Office (

Salesperson (

Weeks Spots

) PHILADELPHIA

) ANJIE BRADY

## ---REPORT TOTALS---

Ln

**Product** 

**Buver** 

Fax# LT

Phone#

Estimate#

Report Totals: 94 / \$27,450.00

JOE HECK

Day

WHITNEY EVERSOLE

Time

Program

2690

### ---SALES MONTHLY TOTALS---

Sep 12: 94 / \$27,450.00 Sales Totals: 94 / \$27,450.00 Station Totals: 94 / \$27,450.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

35% 28% Market Totals \$43,571 KBLR 0 % KLAS 31% KSNV KTNV KTUD 1% 2% KVCW 1% KVMY 2% KVVU

### --- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null RA35+ Demos

#### --- CREDIT RISK ---

CASH IN ADVANCE